

I.2. CENTER FOR INTERNATIONAL TRADE EXPOSITIONS AND MISSIONS

STRATEGIC OBJECTIVES

SECTOR OUTCOME

Economic opportunities in industry and services expanded

ORGANIZATIONAL OUTCOME

Increased Trade Promotion Activities

PERFORMANCE INFORMATION

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)

BASELINE

2026 TARGETS

Increased Trade Promotion Activities

EXPORT/TRADE PROMOTION PROGRAM

Outcome Indicators

1. Percentage increase in number of companies participating in Export Promotion activities	at least 20% increase from 2024 target	at least 20% increase from 2025 target
2. Percentage of returning companies in Signature Events	47%	47%
3. Percentage increase in the amount of potential export orders	at least 20% increase from 2024 target	at least 20% increase from 2025 target

Output Indicators

1. Total export orders	US \$95.746M	US \$114.895M
2. Number of companies participating in Export Promotions Activities	1,034	1,241
3. Number of Trade Inquiries in Export Promotion Events	8,195	9,834
4. Number of Trade Buyers attending Export Promotion Events	3,865	4,638